

# Philip Morris Promotional Fulfillment Coupon Basic Data Sheet and UPC Code Order Form

Use this form to provide the basic information about a program which will include coupons as well as to request UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 8th Floor, New York, New York 10017. Telephone (212) 878-2326 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 8 / 5 / 94 UPC Size %: 80 UPC CODE: \_\_\_\_\_  
 Prepared By: Wendy Marin Ext: 2839 OVERNIGHT ☐ YES DELIVERY ☒ NO  
 Send UPC To: Connie Bulanda Address: 35W. Wacker  
 Company Name: LBCO. City/State/Zip: Chicago

**Brand Program Information:** This Information is **REQUIRED** before a UPC will be issued.

Brand: Virginia Slims Program: US Holiday #6 POS # 72122  
 Program Description: Virginia Slims Holiday Direct Mail #6  
 (Please Be Specific) Vulnerable

Audience Reached: ☐ Offensive ☐ Defensive ☒ Both  
 Timing: ☐ Yearly ☒ Quarterly ☐ Holiday ☐ Other  
☐ Winter ☐ Spring ☐ Summer ☐ Fall  
 Capture Names?: ☐ Yes ☒ No  
 OCR CODED?: ☐ Yes ☒ No

**Coupon Distribution Information:** This Information is **REQUIRED** before a UPC will be issued.

Distribution Date: 12 / 21 / 94 Expiration Date: 5 / 31 / 95 Estimated Redemption Rate: 25%  
 Total Circulation: 53M Max. Redemp. Cost/Coupon: \$ 4.10

**Will Coupons Be Distributed:**  
☒ Nationally  
☐ Regionally (see back)  
☐ Specific Markets (see back)  
☐ On a Test Basis  
**Areas of Distribution**  
 Will the distribution include military?  
☐ Yes ☒ No

**Method of Distribution (check only one per UPC):**

☐ Magazine On Page (001) ☐ ROP/Newsp. Co-op (008) ☐ Hand Distribution (012) ☐ ON-Pack-Own Product (018)  
☐ Magazine Tip-In (002) ☐ Sunday Supp.-Single (007) ☐ Retailer Coupon (013) ☐ Immediately Redeemable (020)  
☐ Magazine Special Unit (003) ☐ Sunday Supp.-Co-op (008) ☒ Direct Mail - Solo (014) ☐ All Other: \_\_\_\_\_ (025)  
☐ Control Circ. Magazine (004) ☐ FSI Inserts - Solo (010) ☐ Direct Mail - Co-op (015) Please Explain  
☐ ROP/Newsp. Single (005) ☐ FSI Inserts - Co-op (011) ☐ In-Pack-Own Product (016)

**Offer Information:** This Information is **REQUIRED** before a UPC will be issued.

Face Value: \$ 4.00 Terms of Offer: \$4.00 off carton  
 (Describe completely)

Discount Offered: \_\_\_\_\_ %  
 (% of Face Value/Purchase Price)

or Check One Below

☐ B1G1F ☐ B2G 50¢ Off ☐ \$1.00 Off Carton ☐ \$2.50 Off Carton  
☐ B2G1F ☐ B3G 50¢ Off ☐ \$1.50 Off Carton ☐ \$3.00 Off Carton  
☐ B3G1F ☐ Free Pack ☐ \$2.00 Off Carton ☐ Checker Intervention

Other - Provide Details Above  
\$4.00 off carton

**Distribution break by PM Region:**

PM Region	# of Coupons Released (000)
1	_____
2	_____
3	_____
4	_____
5	_____
Total	_____

**Distribution break by Market**

Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

**For Promotional Fulfillment Use Only**

UPC CODER ASSIGNED: 21252 13855

Date Assigned: 1 / 1 / 94 Assigned By: [Signature]

**AFTER UPC CODE ASSIGNMENT DISTRIBUTE COPIES OF FORM AS FOLLOWS:**

One Copy to Preparer  
 One Copy to Media

One Copy to PM Promotional Fulfillment  
 One Copy to Promotional Services Center

One Copy to PM Finance  
 One Copy to USA

#4003  
 PM USA/REV 3/93

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